

Introducing Macintosh. What makes it tick. And talk.

Well, to begin with, 110 volts of alternating current.

Secondly, some of the hottest hardware to come down the pike in the last 3 years.

*The garden variety
16-bit 8088
microprocessor.*



Macintosh's 32-bit MC68000 microprocessor.

Some hard facts may be in order at this point:

Macintosh's brain is the same blindingly-fast 32-bit microprocessor we gave our other brainchild, the Lisa™ Personal Computer. Far more powerful than the 16-bit 8088 found in current generation computers.

Its heart is the same Lisa Technology of windows, pull-down menus, mouse commands and icons. All of which make that 32-bit power far more useful by making the Macintosh™ Personal Computer far easier to use than current generation computers. In fact, if you can point without hurting yourself, you can use it.

Now for some small talk.

Thanks to its size, if you can't bring the problem to a Macintosh, you can always

bring a Macintosh to the problem. (It weighs 9 pounds less than the most popular "portable.")

Another miracle of miniaturization is Macintosh's built-in 3½" drive. Its disks store 400K—more than conventional 5¼" floppies. So while they're big enough to hold a desk full of work, they're small enough to fit in a shirt pocket. And, they're totally encased in a rigid plastic so they're totally protected.

And talk about programming.

There are already plenty of programs to keep a Macintosh busy. Like MacPaint™,



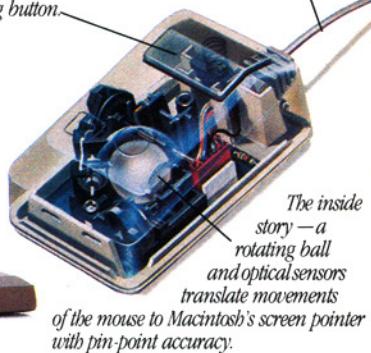
a program that, for the first time, lets a personal computer produce virtually any image the human hand can create. There's more software on the way from developers like Microsoft, Lotus,™ and Software Publishing Corp., to mention a few.

And with Macintosh BASIC, Macintosh Pascal and our Macintosh Toolbox for writing your own mouse-driven programs, you, too, could make big bucks in your spare time.

You can even program Macintosh to talk in other languages, like Yiddish or Serbo-Croatian, because it has a built-in polyphonic sound generator capable of producing high quality speech or music.

*The Mouse itself.
Replaces typed-in
computer commands with a
form of communication you
already understand —
pointing.*

*Some mice have two
buttons. Macintosh has
one. So it's extremely
difficult to push the
wrong button.*



*The inside
story — a
rotating ball
and optical sensors
translate movements
of the mouse to Macintosh's screen pointer
with pin-point accuracy.*

All the right connections.

On the back of the machine, you'll find built-in RS232 and RS422 AppleBus serial communication ports. Which means you can connect printers, modems and other peripherals without adding \$150 cards. It also means that Macintosh is ready to hook in to a local area network. (With AppleBus, you will be able to interconnect up to 16 different Apple computers and peripherals.)

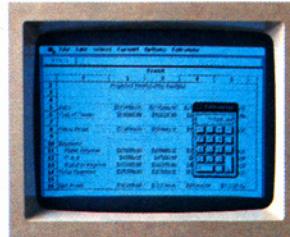
Should you wish to double Macintosh's storage with an external disk



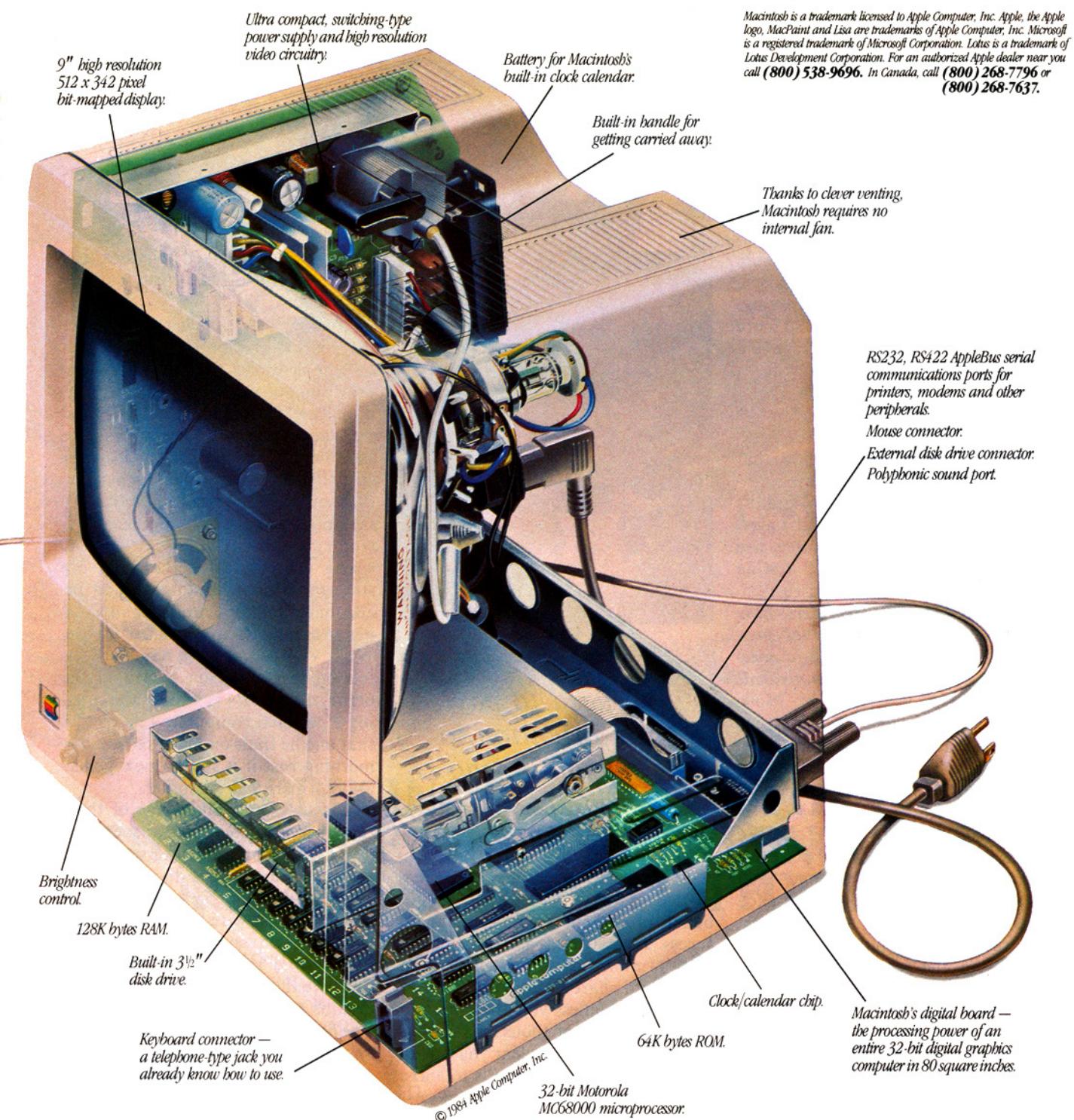
Macintosh automatically makes room for your illustrations in the text.



MacPaint produces virtually any image the human hand can create.



Microsoft's Multiplan for Macintosh.



drive, you can do so without paying for a disk controller card—that connector's built-in, too.

There's also a built-in connector for Macintosh's mouse, a feature that costs up to \$300 on computers that can't even run mouse-controlled software.

One last pointer.

Now that you've seen some of the logic, the technology, the engineering genius and the software wizardry that separates

Macintosh from conventional computers, we'd like to point you in the direction of your nearest authorized Apple dealer.

Over 1500 of them are eagerly waiting to put a mouse in your hand. As one point-and-click makes perfectly clear, the real genius of Macintosh isn't

its 32-bit Lisa Technology, or its 3½" floppy disks, or its serial ports, or its software, or its polyphonic sound generator.

The real genius is that you don't have to be a genius to use a Macintosh.

You just have to be smart enough to buy one.

Soon there'll be just two kinds of people. Those who use computers. And those who use Apples.

